

Environmental Message Testing Service Enters Private Beta

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Category: [Energy & Environment](#)

Press release from: [Water Words That Work, LLC](#)

Water Words That Work, LLC is accepting requests from nature protection and pollution control organizations to participate in the beta testing round of the Due Diligence Test Panel, our new environmental message testing service. Water Words That Work, LLC is developing the service to help our clients develop more compelling marketing materials to support their fundraising, issue advocacy, and environmental awareness activities.

"Environmental scientists, engineers, attorneys, and other professionals often struggle to explain their work to the public in layman's terms," said Eric Eckl, the company's founder and owner. "Our new service will help them overcome this challenge and make the case to the public for political and financial support."

Water Words That Work, LLC, has designed Due Diligence Test Panel to meet the needs of water utilities, park authorities, nature centers, waterkeepers, land trusts, wildlife agencies, and similar organizations. The panelists will help these clients with their behavior campaigns, issue advocacy campaigns, fundraising efforts, and volunteer recruitment drives.

The Due Diligence Test Panel will review draft outreach materials -- such as web pages, brochures, emails, press releases, outdoor advertising, Facebook causes, radio and TV ads, and direct mail pieces. The Sounding Board will rate the language and photographs, and offer suggestions and tips for how to improve the piece, before the publisher releases them "into the wild."

Once launched, each review will cost less than \$300 and take just a few days to complete. Nonprofit organizations (recognized by the IRS) will get a discount. Those who participate in the beta testing round can use the Test Panel for free in return for providing customer feedback that we can use to improve our service.

Participation in the beta test is by invitation only. Interested parties with suitable materials may contact Water Words That Work, LLC to request an invitation. Companies that seek to market "green" or "eco-friendly" products are not eligible to participate in the beta test, although we intend to offer such services for you in the future.

About Water Words That Work, LLC

Water Words That Work, LLC is a boutique environmental message development and communications company. We help clients carry out campaigns to raise environmental awareness, raise funds, influence policy, and promote greener lifestyles. Our clients include the National Park Service, the National Wildlife Federation, the Maryland Department of Natural Resources, the Chesapeake Bay Trust, and other nature protection and pollution control organizations.

Website: waterwordsthatwork.com/the-method

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[You can find this press release here](#)